

## CLAIMS

1. A non-aqueous personal wash composition comprising:
- 5 (a) 0 to 25% by wt. surfactant;
- (b) 15 to 50% by wt. of a foam enhancing system comprising two or more reactants non-reactive in a non-aqueous medium in which they are carried, but which will react, when diluted in water, to generate at least 25 cc foam after 30 seconds;
- 10 (c) 30 to 70% of said non-aqueous medium.
2. A composition according to claim 1 comprising 0.5 to 25% by wt. surfactant.
- 15
3. A composition according to claim 1, wherein foam enhancing system comprises:
- (a) alkalimetal bicarbonate; and
- 20 (b) C<sub>4</sub>-C<sub>24</sub> fatty acid.
4. A composition according to claim 1, wherein foam is measured by stirring formulation and water in a container for at least about 30 seconds.
- 25